Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application. Please amend the claims as follows:

Listing of Claims:

1. (Currently amended)   A method for manufacturing software products, comprising:

encoding two or more storage media with computer code, wherein each storage medium is encoded with the same computer code, the computer code including:

a first portion that is used during the operation the software products after installation on [[the]] a computer;

a plurality of different second portions, each different second portion associated with a different one of the software products and used during [[the]] operation of only its associated different one of the software products; and

at least one lookup table, the lookup table associating each different one of the software products with a different product key and different branding information;

packaging one of the two or more storage media in a distribution package, wherein the distribution package is associated with only one of the software products and is marked with an associated product key and branding information;

packaging another of the two or more storage media in a different distribution package, wherein the different distribution package is associated with a different one of the software products and is marked with a different associated product key and different branding information.

2. (Previously presented)   The method of claim 1, wherein each of the software products is a distinct version of a software application, each version having distinct runtime behaviors, or a distinct installation, or both.

3.-9.   (Canceled)

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10. (Previously presented) A method for installing a first version of a software application on a computer comprising:

receiving a command from a user to install software on the computer;

accessing a data storage disc with computer code necessary for installing a plurality of versions of the software application on the computer including the first version, the computer code including:

a primary portion that is used during the operation of each of the plurality of versions of the software application after installation on the computer;

a plurality of different version-specific portions, each version-specific portion associated with a different version of the software application and used during the operation of only its associated different version; and

a lookup table in a file on the data storage disc, the lookup table identifying a different product key with each different version of the software application on the data storage disc;

requesting the product key information, wherein the product key information is located on packaging, and wherein each different version of the software application is packaged in unique packaging;

receiving the product key information, the product key information identifying the first version; and

installing the primary portion of computer code and only the version-specific portion of computer code associated with the first version, wherein the version-specific portion of computer code is associated with the first version by the lookup table.

11. (Previously presented) The method of claim 10, wherein the data storage disc is part of a plurality of data storage discs and wherein accessing further comprises:

accessing at least two of the plurality of data storage discs.

12. (Previously presented) The method of claim 10, wherein each different version of the software application has distinct runtime behaviors and distinct installation behaviors.

13. (Previously presented)   The method of claim 10 wherein receiving a command from the user further comprises:

receiving a command to execute an installer stored on the data storage disc; and

executing the installer.

14. (Previously presented)   The method of claim 10, wherein installing the computer code further comprises:

receiving input of the product key information;

decrypting the product key information; and

extracting information from the decrypted product key information that identifies the first version.

15. (Canceled)

16. (Previously presented)   The method of claim 10, wherein installing the computer code further comprises:

validating a digital signature contained in the product key information; and

installing the first version only if the digital signature can be validated.

17. (Canceled)

18. (Previously presented)   The method of claim 10, wherein installing the computer code further comprises:

writing data to a registry maintained on the computer, wherein the data is specific to the first version.

19. (Currently amended)   A method of distributing a plurality of software products to consumers comprising:

storing, on at least one of a plurality of storage media, identical copies of computer code, each copy including:

a common portion of computer code required to install and execute all of the
plurality of software products;

a plurality of second portions of computer code each required to install and
execute a different one of the plurality of software products, wherein each
different software product has a distinct set of installation and runtime
behaviors; and

a lookup table that associates each different software product with a different
product code, a distinct set of installation and runtime behaviors, and
different entitlement information, wherein each different software product
is packaged in different packaging, and wherein the different product code
and the different entitlement information is located on the different
packaging;

providing consumers access to an installer that, upon receipt of entitlement information,
will install the common portion of computer code and a second portion of
computer code associated only with a software product identified by the
entitlement information, wherein the lookup table associates the second portion of
computer code with the software product identified by the entitlement
information; and

distributing at least one of the plurality of storage media to each consumer.

20.   (Previously presented)   The method of claim 19 wherein providing consumers
access to the installer further comprises:
providing consumers access to the installer by storing the installer on each of the plurality
of storage media.

21.   (Canceled)

22.   (Previously presented)   The method of claim 19 further comprising:
providing a first consumer with entitlement information associated with a first software
product.

23.   (Previously presented)   The method of claim 19 further comprising:

packaging at least some of the storage media in distribution packages having markings that indicate that the storage media in the distribution packages contains only a first software product;

providing a first product key with the distribution packages of each of the at least some storage media, each first product key associated with the first software product indicated on the packaging;

packaging at least some of the storage media in other distribution packages having markings that indicate that the storage media in the distribution packages contains only a second software product; and

providing a second product key with the other distribution packages, the second product key associated with the second software product indicated on the packaging.

24.   (Previously presented)   The method of claim 19, wherein providing consumers access to the installer further comprises:

providing access to the installer via a network connection, the installer stored on a remote server.

25.   (Canceled)

26.   (Previously presented)   The method of claim 19, wherein the lookup table identifies a distinct user interface to be displayed by each different software product during runtime.

27.   (Previously presented)   The method of claim 19, wherein the lookup table identifies distinct end user license agreements that include the rights of the end user of each different software product.

28.   (Previously presented)   The method of claim 19, wherein the lookup table identifies distinct installation procedures to be followed during installation of each different software product.

29.   (Canceled)

30.   (Previously presented)   A method of distributing a plurality of versions of a software application to consumers comprising:

associating a distinct product key with each different version of the software application, wherein each different version of the software application has distinct runtime behaviors and distinct installation characteristics;

creating a plurality of storage media, each including identical copies of computer code, each copy including:

a version-specific portion of computer code required to install each different version of the software application;

a common portion of the computer code necessary to install all of the plurality of versions of the software application; and

a lookup table that associates the distinct product key with the distinct runtime behaviors and the distinct installation characteristics for each different version of the software application;

packaging at least one of the plurality of storage media in at least one of a plurality of different distribution packages, wherein each distribution package is associated with only one of the different versions of the software application and is marked with associated product key information and branding information;

packaging at least one other of the plurality of storage media in at least one other different distribution package, wherein the at least one other different distribution package is associated with one other different version of the software application and is marked with other associated product key information and different branding information;

providing an installer that, upon receipt of the distinct product key, will install the common portion of the computer code and the version-specific portion of computer code associated only with that version of the software application associated with the distinct product key, wherein the lookup table associates the

version-specific portion of computer code with each different version of the software application based on the distinct product key; and

distributing at least one of the plurality of storage media to each consumer.

31.   (Previously presented)   The method of claim 30 wherein the plurality of storage media comprises sets of one or more storage discs.

32.   (Previously presented)   The method of claim 30 further comprising:
providing the distinct product key to each consumer.

33.-35. (Canceled)

36.   (Previously presented)   The method of claim 30, wherein the providing the installer operation further comprises:
storing the installer on the plurality of storage media with the computer code.

37.   (Canceled)

38.   (Previously presented)   The method of claim 30, wherein the lookup table identifies distinct text to be displayed by each different version of the software application during runtime.

39.   (Previously presented)   The method of claim 30, wherein the lookup table identifies distinct end user license agreements that dictate the rights of an end user of each different version of the software application.

40.   (Previously presented)   The method of claim 30, wherein the lookup table identifies distinct installation procedures to be followed during installation of each different version of the software application.

41.   (Canceled)

42. (Previously presented)   A computer storage media comprising:

computer code necessary to install any version of a software application including a first portion of computer code that is necessary to install all of the versions of the software application and a plurality of second portions, each second portion necessary to install a distinct one of the versions of the software application;

a file containing a lookup table that associates each version of the software application with a different product key, wherein each version of the software application is packaged in different packaging, and wherein the different product key is located on the different packaging; and

an installer that, when executed by a computer, requests the product key and installs one of the versions of the software application based on the product key given in response to the request.

43. (Canceled)

44. (Previously presented)   The computer storage media of claim 42, wherein the at least one lookup table identifies each version of the software application as a distinct set of behaviors of the software application.

45. (Previously presented)   The computer storage media of claim 44, wherein the at least one lookup table comprises:

a SKU table that associates each product key with a brand in a branding table and a map in a mapping table;

the mapping table that associates each map with an end-user license agreement (EULA) identifier;

the branding table that associates each brand with distinct text to be used during installation or runtime of the software product; and

an EULA table associating each EULA identifier with an EULA.

46.   (Previously presented)   The computer storage media of claim 42 packaged with the product key associated with one of the plurality of versions of the software application.

47.   (Previously presented)   The computer storage media of claim 42 packaged in packaging indicating that only a first version of the software application is contained in the packaging.

48.   (Previously presented)   The computer storage media of claim 47 wherein the packaging includes the product key specific to the first version of the software application.

49.-70. (Canceled)